## INTENDED AGENDA

*Program schedule is intended to change; final version will be available by March 1, 2017.*

### Check-in and Ice-breaker Take Place on the Weekend Before Program Officially Starts

### WEEK 1: Chinese Market Entry & Expansion – International Corporate

<table>
<thead>
<tr>
<th>Day</th>
<th>Session</th>
<th>Location</th>
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<tbody>
<tr>
<td>Monday</td>
<td>Challenges and Opportunities in Current China’s Business Environment</td>
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<tr>
<td>Tuesday</td>
<td>International Relations and Geopolitics of China</td>
<td>China’s Legal Environment and IPR Protection</td>
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<tr>
<td>Wednesday</td>
<td>China Market Entry Strategy</td>
<td>Case study: Taobao vs. Ebay</td>
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<tr>
<td>Thursday</td>
<td><strong>Company visit:</strong> Bosch</td>
<td><strong>Guest Speaker:</strong> Chinese Leadership Style and Talent Management</td>
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<tr>
<td>Friday</td>
<td><strong>Company visit:</strong> Infosys</td>
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### WEEK 2: Competing with Global Brands – Domestic Corporate

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<thead>
<tr>
<th>Day</th>
<th>Session</th>
<th>Location</th>
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<tbody>
<tr>
<td>Monday</td>
<td>Economic Development in China</td>
<td>Cultural Experience</td>
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<tr>
<td>Tuesday</td>
<td>China’s C2C Market (Zhang Cheng)</td>
<td>Managing the Digital Firm-Info system, Big Data, and E-commerce</td>
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<tr>
<td>Wednesday</td>
<td>Social Media and Transformation</td>
<td>Social Media and Business Transformation Case: Yesmywine</td>
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<tr>
<td>Thursday</td>
<td><strong>Company visit:</strong> Yesmywine</td>
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<tr>
<td>Friday</td>
<td>Reflection &amp; Presentation</td>
<td>Closing Dinner</td>
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COURSE OUTLINE

Course 1: Challenges and Opportunities in Current China’s Business Environment
- Fast 30 years economy growth—the drivers and its drivers
- Beyond the fast growth—Overseas investments: trends and opportunities
- China today—Beneath the fast growth—the good, the bad, the ugly, the clean up
- China business landscape—market, meet the consumers
- China Business today—what now; new initiative, new opportunities

Course 2: International Relations and Geopolitics of China
- China’s paradigmatic transformation in its international relations
- China’s geopolitical relations with major powers (US/Russia/Japan, etc.)

Course 3: China’s Legal Environment and IPR Protection
- Legal Culture as part of the environment
- The attitude of the public and the government about fake market
- Dilemma of foreign business in the booming huge market
- Dancing with the wolves or leaving on a jet-plane?
- To-do list

Course 4: China Market Entry Strategy
- Taobao and Ebay case
- Wahaha and Danone case

Course 5: Economic Development in China
- Transition of China’s development model
- Structure change of the economy
- The future of China

Course 6: China’s C2C Market
- Chinese market characteristics
- 4P and CRM
- Copycats and their capabilities and advantages
- Survive in the world: different competitions, reinvention
- IT enablers and social marketing

Course 7: Managing the Digital Firm-Information System, Big Data and E-commerce
- The Characteristics of big data that firms should pay attention to
- The timing of firms choose to invest in big data
- Other information should be linked
Course 8: Social Media and Transformation

- Application of social media (and UGC) in marketing communication
- Consumer behavior underpinnings of social media
- Impact of social media on marketing strategy
- Social media tracking and measurement
- User-generated content represents a wealth of behavioral data.
- Social media analysis and marketing accountability
- Besides sharing the research findings in consumer behavior and empirical modeling realms according to these issues, successful cases from global brands
- Chinese brands and the government solutions from leading social media research companies and analyses in social media platforms would be demonstrated and elaborated.